

## ORDER



**Orders**  
**Order / Rev:** 206212  
**Alt Order #:** 06853189  
**Product Desc:** 9/18-9/24 SENATE MAJORITY PAC  
**Estimate:** 1796  
**Flight Dates:** 09/18/12 - 09/24/12  
**Original Date / Rev:** 09/17/12 / 09/17/12  
**Order Type:** REG

**WVBT**

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency Name:** Waterfront Strategies  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Avenue  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Majority PAC  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P1  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN14921

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	11	\$11,400.00	\$9,690.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	11	\$11,400.00	\$9,690.00	0.00
<b>Totals</b>	<b>11</b>	<b>\$11,400.00</b>	<b>\$9,690.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WVBT	13%	\$11,400.00
Market	100%	\$87,692.31

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	41%	\$35,953.85
WGNT	6%	\$5,261.54
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	7%	\$6,138.46
WTVZ	3%	\$2,630.77
WVEC	30%	\$26,307.69

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	09/23/12	09/23/12	FOX News Sunday Fox News Sunday	CM	10-11a	-----S	:30	1	\$100.00	P2	0.00	NM	1	\$100.00
FOX NWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S	1		\$100.00		0.00						
E 2	WVBT	09/22/12	09/22/12	College Football Pregame College Football Pregame	CM	College Football P	-----S-	:30	1	\$600.00	P2	0.00	NM	1	\$600.00

Order / Rev: 206212  
 Alt Order #: 06853189  
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: POL/Majority PAC  
 Product Desc: 9/18-9/24 SENATE MAJORITY PAC  
 Estimate: 1796

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
SAT FOOTBALL PREGAME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$600.00		0.00			
E 3	WVBT	09/22/12	09/22/12	College Football College Football	CM	College Football	-----S-	:30	2	\$1,200.00	P1	0.00	NM	2	\$2,400.00
SAT FOOTBALL PREGAME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					2	\$1,200.00		0.00			
E 4	WVBT	09/19/12	09/19/12	Wed Prime Other 1 Wed 8-10p	CM	8-10p	--W----	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
THE X FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					1	\$2,500.00		0.00			
E 5	WVBT	09/18/12	09/21/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	-TWTF--	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--					1	\$1,200.00		0.00			
E 6	WVBT	09/18/12	09/20/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	-TWT---	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
SPORTSWRAP M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWT---					1	\$500.00		0.00			
E 7	WVBT	09/22/12	09/22/12	College Football College Football	CM	College Football	-----S-	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
NCAA FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$1,200.00		0.00			
E 8	WVBT	09/24/12	09/24/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	M-----	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$1,200.00		0.00			
E 9	WVBT	09/24/12	09/24/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	M-----	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
SPORTSWRAP M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$500.00		0.00			
N 10	WVBT	09/23/12	09/23/12	Fox NFL Pre Game Fox NFL Pre Game	CM	Fox NFL Pre Gam	-----S	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
NCAA FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$1,200.00		0.00			
													Totals	11	\$11,400.00